

## **Fundraising for Collections Preservation and Conservation**

North Carolina Preservation Consortium Annual Conference  
William and Ida Friday Center for Continuing Education  
University of North Carolina at Chapel Hill  
November 13, 2009  
8:30 AM – 4:00 PM

Effective fundraising can significantly enhance preservation and conservation programs in libraries, museums, archives, and historic sites. Even in prosperous times our institutional budgets often fall short of meeting collection care needs. How has fundraising for preservation and conservation changed in our current economic environment? The North Carolina Preservation Consortium presents a panel of nationally recognized speakers to share their fundraising success stories and offer advice for establishing and enhancing a comprehensive development program. Join colleagues from across the state for a discussion on annual drives, events, direct mail, capital campaigns, endowments, planned giving, grant writing and other fundraising strategies. Learn how to craft a compelling case statement and a prioritized development plan.

### **Conference Speakers**

**Susan Mathisen** is President of S.A.M. Fundraising Solutions. Her expertise bridges the fields of conservation and fundraising. She has worked as a conservator in both the United States and Europe and as a fundraiser for museums, universities and other historical agencies. This unique combination of skills makes her the “go-to” consultant when organizations need assistance finding the resources to realize their preservation and conservation goals.

Susan gained her knowledge of conservation and museum practice through positions held at the Morgan Library, Smithsonian Institution, National Gallery of Art, the Cathedral of St. John the Divine, and Hardy Holzman Pfeiffer Associates (now H3 Hardy Collaboration Architecture) and as administrative conservator/development officer and adjunct professor of conservation at the Conservation Center, Institute of Fine Arts, New York University. She has also held development positions at the National Academy Museum and the American Academy in Rome.

Susan has a Master of Arts degree in Museum Studies and Textile Conservation from the Fashion Institute of Technology and a Certificate in Fund Raising from New York University.

**Nancy Odegaard** is the Conservator and Head of the Preservation Division for the Arizona State Museum. She is also a Professor in the Department of Anthropology. Nancy manages and supervises staff and programs in the conservation lab, advises on museum

environmental issues, and promotes the preservation of collections through improved exhibition and storage conditions.

In 2008 the Arizona State Museum received a national preservation award from the American Institute for Conservation of Historic and Artistic Works and Heritage Preservation for demonstrated excellence and outstanding commitment to its decades long dedication to preservation and collections care. The award cited the museum's preservation of its renowned collection of Southwest American Indian pottery.

This *Pottery Project* received federal recognition in the *Save America's Treasures* program, a Clinton White House preservation initiative. The collection was also recognized and named an Arizona Treasure by Governor Janet Napolitano. Funding for the *Pottery Project* came from the Ak-Chin Indian Community, the Gila River Indian Community, the Salt River Pima-Maricopa Indian Community, Mrs. Agnese Nelms Haury, numerous generous individuals around the state and across the country, and from federal granting agencies including the National Endowment for the Arts, the National Endowment for the Humanities, the National Center for Preservation Training and Technology, the NAGPRA grant program, and the National Science Foundation. Nancy's vision and designs for the Pottery Project resulted in a \$3.5 million climate-controlled storage vault, a state-of-the-art conservation laboratory, and a new exhibit gallery.

Nancy holds a PhD in Applied Science from the Conservation and Cultural Heritage Science Studies Department of the University of Canberra, Australia. She earned her Master of Arts degree in Museum Studies and Anthropology at George Washington University with a Certificate in Ethnographic and Archaeological Conservation from the Smithsonian Institution. Nancy specializes in the conservation of archaeological and ethnographic objects including the examination, analysis, and study of materials and pre-industrial technologies used to fabricate artifacts.

**Kristen Overbeck Laise** is the Vice President for Collections Care Programs at Heritage Preservation, a national non-profit organization that advocates for collections. At Heritage Preservation, she has worked with many initiatives, all of which have included raising funds and encouraging museums and libraries to increase resources for conservation. In the mid-1990s, she assisted with Heritage Preservation's fund-raising for collections care workshops, which culminated in the publication *Capitalize on Collections Care*.

She directed the *Heritage Health Index*, the first comprehensive survey of the condition and preservation needs of U.S. collections, published in 2005. Previously, she coordinated the Conservation Assessment Program, a technical assistance program for small museums administered by Heritage Preservation in cooperation with the Institute of Museum and Library Services. This included consulting with museums to help them locate funding to implement recommendations in their assessment reports and producing a semi-annual newsletter that featured a fund-raising column. Kristen directs *Rescue Public Murals* a program that is currently raising funds to help cities across the country restore significant community murals.

She regularly represents Heritage Preservation at the meetings of the American Association of Museums, American Association for State and Local History, American Library Association, Society of American Archivists, American Institute for Conservation, and regional museums associations.

Kristen holds a Bachelor of Arts degree in History from Earlham College and an Master of Arts in Art History from the University of Wisconsin-Madison, where she worked with the *History of Cartography Project*.

**Diane Vogt-O'Connor** is the Chief of Conservation at the Library of Congress. She was previously Senior Archivist for Regional/Affiliated Archives at the National Archives, Senior Archivist of the National Park Service, Director of the Smithsonian Institution's Photo Survey Project, Director of the Cranbrook Academy of Art Library, and Senior Archivist of Corning Glass Works.

Diane has consulted and taught widely including for AASLH, ARMA, CCAHA, NEDCC, NJ State Library, NHPRC, SAA, the U.S. Department of State and USIA in Bolivia, Cuba, England, Mauritius, Panama, and throughout the U.S. Diane served on work groups for NARA's Electronic Records Archives and the Getty's *Art and Architecture Thesaurus*, the *Society of American Archivists Glossary* editorial committee, and two White House Commissions.

She has written over 25 successful grants in her career, as well as having served at various times as a grant reviewer for NEA, NEH, NHPRC, and the Smithsonian Institution Research Resources grants. She has also taught and written on this topic, most recently a 2009 Webinar for WebJunction "Finding Funds to Conserve and Preserve your Collections." Diane has used grant funding to care for collections, fund preservation conferences, and to underwrite preservation educational programs such as "PresEd (An Invitational Conference at the Library of Congress held in 2008), "Understanding Photographs," (SAA, 2006); "Architectural Records" (CCAHA, 2000); "Managing Anthropological Field Records" (University of Nevada, 1999); "Care of Archival and Manuscript Collections," (ICCRUM, 1999); "Management of Archival Visual Materials" (New Jersey State Library, 1999-2001); "Reformatting Visual Materials in a Digital World" (NEDCC, 1998); "The Information Ecosystem," (NEDCC, 1998); and "the School for Scanning" (NEDCC, 1996-2003).

Widely published, Diane is the co-author of *Archival and Special Collections Facilities: Guidelines for Archivists, Librarians, Architects, and Engineers* (SAA, 2009), *Photographs: Archival Care and Management* and *The Museum Handbook, Vols. I-III*. She is author of 27+ *Conserve O Grams* (National Park Service technical leaflets); three special issues of *CRM*; and the award-winning four volume *Guide to Photographic Collections at the Smithsonian Institution*. Most recently, she helped produce the 2009 edition of *Foundation Grants for Preservation in Libraries, Archives, and Museums*.

In 2006, she was named a Fellow of the Society of American Archivists, SAA's highest honor. Since 2007, she has served on SAA's Council (Executive Board).

Diane has a Bachelor of Arts degree in Art History from Michigan State University; Masters of Science degrees in both Library Science and Archives from Wayne State University (WSU), and as a Master of Arts degree in both Art History and Museology from WSU.

### **Who Should Attend**

All personnel working in libraries, archives, museums, historic sites, and other heritage institutions will benefit from this conference, as well as college and university faculty, and students in library and information science, archives, public history, museum, conservation, and related disciplines. Advocates for collections preservation are also welcome.

### **Registration**

The registration fee is \$60.00 for employees of NCPC member institutions and individual NCPC members, \$75.00 for non-members, and \$50.00 for students in library science, archives, public history, or museum graduate programs. This fee includes lunch, refreshments, and materials. A registration form is available on the NCPC Web site under Events: <http://www.ncpreservation.org>

### **Location, Directions, and Parking**

The 2009 NCPC annual conference will be held at the William and Ida Friday Center for Continuing Education at the University of North Carolina at Chapel Hill.

Friday Center for Continuing Education  
UNC Chapel Hill  
Campus Box 1020  
100 Friday Center Drive  
Chapel Hill NC 27599-1020

Parking is free. Directions to the Friday Center are available on their Web site:  
<http://www.fridaycenter.unc.edu/directions/index.htm>

### **Travel and Lodging**

NCPC has not reserved any airline or hotel accommodations. The information below is provided for your convenience.

Raleigh/Durham International Airport  
Web site <http://www.rdu.com>

Hotels near the airport  
Web site <http://www.rdu.com/travelinfo/areainfo.htm>

Hotels in Chapel Hill  
Web site <http://hotel-guides.us/north-carolina/chapel-hill-nc-hotels.html#university-hotels>

## **Cancellation and Refund Policy**

The annual conference may be cancelled due to low registration or other causes beyond our control, such as severe weather. In such an event, registrants will be notified and fees refunded. Otherwise, registration fees are nonrefundable. Substitution of staff from your institution is permitted.

## **NCPC News**

Would you like to receive email announcements about future workshops and conferences sponsored by the North Carolina Preservation Consortium? Interested in information about preservation in libraries, archives, museums, historic sites, and other heritage institutions? Subscribe to the NCPC News listserv. This is not a discussion list. You will only receive official email from NCPC. Subscribe on our Web site at:

<http://ncpreservation.org/mailman/listinfo/ncpcnews-l>

## **North Carolina Preservation Consortium** <http://www.ncpreservation.org>

The North Carolina Preservation Consortium (NCPC) is a 501C3 independent, nonprofit organization dedicated to the preservation of educational, historical, cultural, and research collections in our state's archives, libraries, museums, historic sites, document depositories, and record centers. NCPC also informs the general public about preservation to safeguard private collections and family treasures. Our preservation mission addresses the proper care and handling of materials; storage and environmental control; disaster preparedness and recovery; the repair, reformatting and conservation of damaged items; and collection security. NCPC supports the preservation of information content, and the medium as artifact, in new and traditional formats for present and future generations.

## **Membership**

We would like to welcome your institution to the preservation consortium. Our minimum annual membership fee is only \$100.00. Higher levels of support are voluntary. Benefits of NCPC membership include discounts on our continuing education workshops and annual conference. Employees of institutional members are eligible to hold leadership positions as officers and on the consortium's board of directors, committees, and task groups. Member institutions are also recognized for their contributions on our Web site. The success of our state wide preservation program depends on the talents, diversity, and generosity of our colleagues. Together we can make a difference in the survival of our heritage collections. Join NCPC today! Membership information is available on the NCPC web site:

<http://www.ncpreservation.org/membership.html>

## **Support NCPC**

Our programs are made possible by the generous financial support of our institutional members, corporate sponsors, and individual donors. If you would like to make a gift to the North Carolina Preservation Consortium please visit our Preservation Philanthropy Webpage at <http://www.ncpreservation.org/support.html>

Institutional members are listed on the NCPC Web site at <http://www.ncpreservation.org/members.html>.

Corporate Sponsors are listed at <http://www.ncpreservation.org/corporatesponsor.htm>.

**For additional information please contact:**

Robert James  
Executive Director  
North Carolina Preservation Consortium

PO Box 2651  
Durham, NC 27715-2651

Phone (252) 328-6114  
Email [robertjamesncpc@gmail.com](mailto:robertjamesncpc@gmail.com)